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California Polytechnic State University

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## Kansa Technology Installs Equipment Enhancing Newspaper Education at Cal Poly

SAN LUIS OBISPO -- Kansa Technology has installed a Kansa 320 Inserter in Cal Poly's Graphic Communication Department, providing students with the latest technology in newspaper inserters and related material handling equipment.

The Kansa inserter supports the university's Goss International Web Printing Laboratory, which houses a Goss Community four-high publication press. In addition to teaching web publication printing, the Graphic Communication Department runs an experiential student-run and managed printing and publishing company, University Graphic Systems. This enterprise allows students to produce the Mustang Daily, the nation's only student-produced daily newspaper in full color.

"The Kansa 320 Inserter will allow the Mustang Daily to grow with special supplements covering university events," said Harvey Levenson, head of the Graphic Communication Department. "At Cal Poly we fully realize the plight of newspapers and the fierce competition the medium faces from electronic media. Yet, we are aware of the importance of newspapers and the quality of information that only print provides. Through the maintenance of a modern web press laboratory, supported by industry leaders such as Goss and Kansa, we are committed to helping preserve newspapers as a leading source of quality information for informing the public."

Jerry Waddell, CEO of Kansa Technology, LLC, said, "We recognize the great work that Cal Poly's Graphic Communication Department has done to promote and educate its students in the graphic arts and are happy to be a part of that experience."

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### About Cal Poly's Graphic Communication Department and Institute

Cal Poly's Graphic Communication Department ([www.grc.calpoly.edu](http://www.grc.calpoly.edu)) was founded in 1946 and is one of the largest and best-known programs of its kind in the nation. The department includes concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The Graphic Communication Institute at Cal Poly ([www.grci.calpoly.edu](http://www.grci.calpoly.edu)) focuses on services for industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

### About Kansa Technology

Kansa Technology, LLC, designs, manufactures, and installs newspaper inserters, quality mailroom and related material-handling equipment to newspaper and commercial printing companies throughout the world.

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